

# Best Branded Website for HCPs

## The Award

Recognizes websites promoting specific branded medical products and services (brand.com) to healthcare professionals. Does not include online media properties.

## Gold Award

**Publicis LifeBrands  
Medicus and Chattem—a  
Sanofi company**  
Nasacort Launch Website

Nasacort was the first intranasal steroid approved for OTC use. Judges applauded the brand’s HCP site for being well-targeted to pharmacists, as well as clear and attractive with strong visuals and great video content.

“This site is the most creative of the entries,” said one judge. “Nice integration of creative with content. It’s a little irrelevant and funny.”

The primary objective of the site is to raise awareness of the OTC availability of Nasacort and educate pharmacists about the treatment class and the brand. It provides robust, yet easily digestible, information including videos, an FAQ sec-



tion, and downloadable assets for patient counseling. A flat navigation structure makes the information easily accessible and easily viewed on multiple platforms.

Judges and site visitors alike appreciated the team’s creativity in helping HCPs distinguish between patient types by identifying them as “cluckers” or “mouthbreathers.” The “Is Your Patient a Clucker?” page was the second-most viewed page on the site.

Some of the other positive results included site visits that well exceeded the expected monthly benchmark. Visitors spent an average time of more than two minutes on the site, and more than half of those visitors engaged with the “Explaining Allergic Rhinitis” and FAQ sections.

“This is a patient-centric, counseling supportive tool that’s perfect for the retail pharmacy audience,” a second judge said.

## Silver Award

**Intouch Solutions and  
Alkermes**  
VIVITROL.com/hcp



Intouch Solutions’ new website for HCPs who prescribe Vivitrol to opioid-dependent and/or alcohol-dependent patients impressed judges. “Best in class,” said one. Another praised the site’s “high degree of utility.”

Average daily visits increased 73% in the first month. Quarter-over-quarter visits increased 100%, and downloaded materials climbed 113%.

## The Finalists

- Accenture Interactive and Boston Scientific for redesign of bostonscientific.com
- Intouch Solutions and Alkermes for VIVITROL.com/hcp
- The Navicor Group, LLC and NanoString Technologies for Prosigna.com Website
- Publicis LifeBrands Medicus and Chattem—a Sanofi company for Nasacort Launch Website
- Sentrix Health Communications and Boehringer Ingelheim for COMBIVENT Respimat HCP Website